



July 17, 1997

Rory J. O'Rourke  
Regional Operations Manager

400 Raritan Center Parkway  
Suite D  
Edison, NJ 08837  
908-226-3765  
Fax: 908-417-9076  
Voice Mail: 800-757-8256 (48831#)

To: Don Fitzgerald

Re: Special Fixture Request

Dear Don:

Attached are two special fixture requests for two versions of the 12 pack display we have had manufactured locally in the past. We are now trying to go through proper channels. The only problem is I am not entirely sure what those channels are. The bottom of the form lists an individual who is no longer with us. Bottom line, I am asking for your assistance to insure these requests get in to the right hands. I also know that you have a better chance on cutting through the red tape.

I am also attaching a picture of what one of the units looks like on location. Both of these displays will enhance our presence at retail now and after the FDA restrictions go into effect.

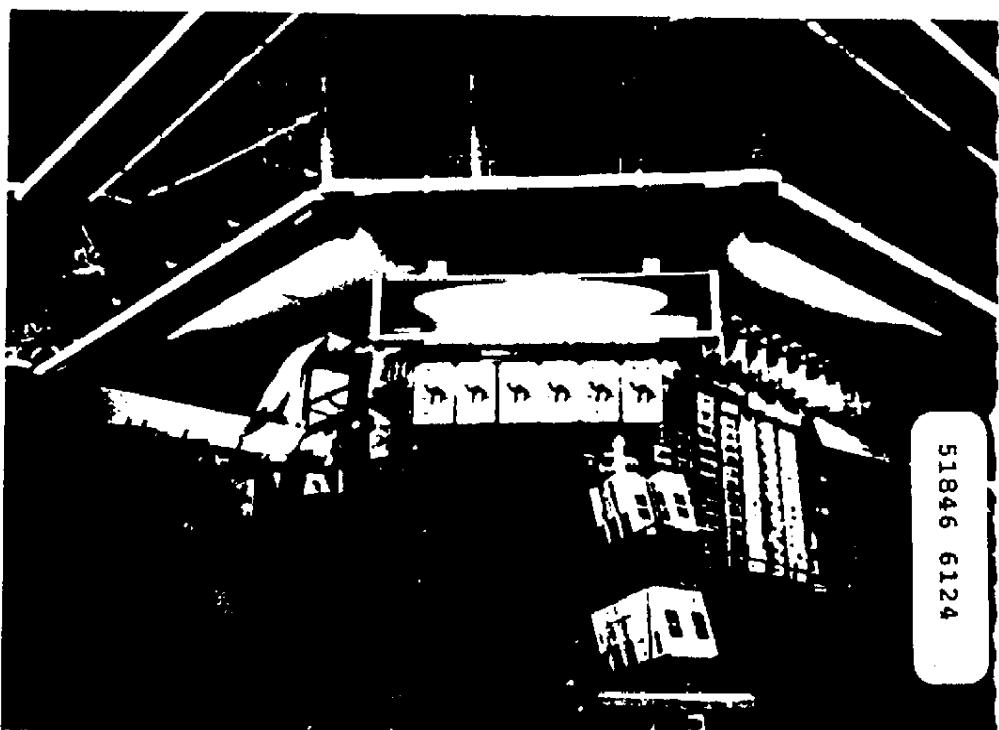
For your convenience, I have attached a total of four copies of these requests.

If you have any questions, please give me a call.

Sincerely,

A handwritten signature in cursive ink that reads 'Rory'.  
Rory O'Rourke

CC: Mark Young



51846 6124

# SPECIAL FIXTURE REQUEST FORM

RJR Div. No. 1210 RJR Manager Rory O'Rourke Phone # (908) 225-3785

Retailer Inner City Retail Calls Type of Outlet Other

## A. TYPE OF DISPLAY

Package  Carton  Combination (Pack/Carton)  Other \_\_\_\_\_

## B. CURRENT MERCHANDISING METHOD

Various temporary displays

## C. RECOMMENDATION

12 Pack plastic - open top unit with 6 facings.

## D. SPECIAL REQUIREMENTS

DARKO manufactured this in the past. Exact specs are attached

*NOTE: Include if a new contract is required.*

## E. QUANTITY

Prototype:  YES  NO How many 1,800

Shipping Location(s) SIS Number 950 to Division 1229  
50 to Division 1223  
800 to Division 1210

Potential total number of special fixtures if approved 1,800

*NOTE: It takes 6 weeks to produce a prototype and package for shipment.*

## F. COLOR

Paint Number N/A

Laminate Number N/A

## G. APPROVALS

Requestor/Manager Rory O'Rourke Date 07/17/97

Region Manager Mark Young Date 07/17/97

*NOTE: Once the appropriate approvals are obtained, please send to the Merchandising Department.*

cc: VP Merchandising, Director of Operations, Don Esposito - Sales Materials Logistics

RJRT Form 2040A - WMLE 6/14/95

51846 6125

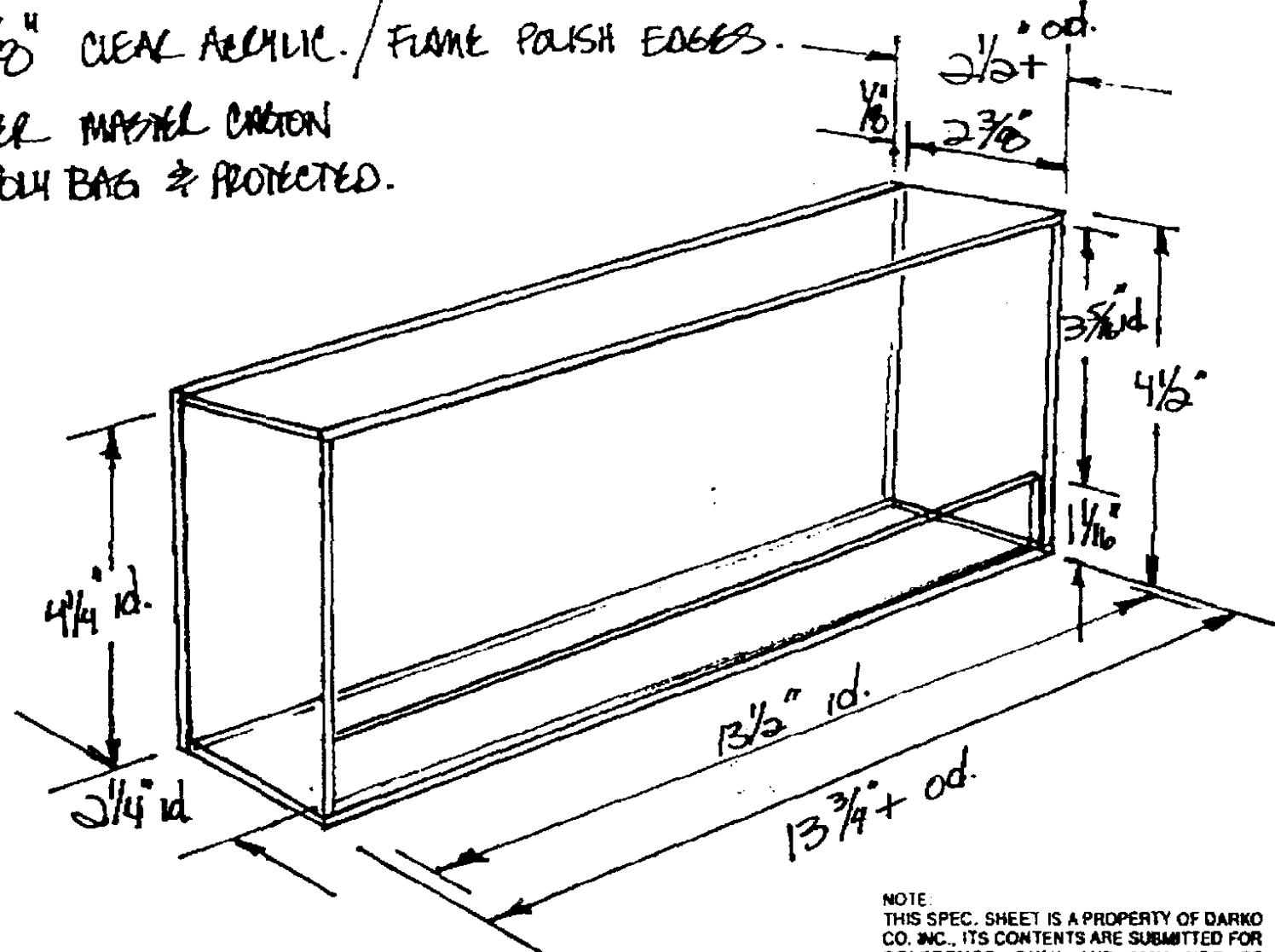
FABRICATED ACRYLIC CASE: w/o UD.

Job # 96276.

- 67 -

MATERIALS  $\frac{1}{8}$ " CLEAR ACRYLIC. / FRAME POLISH EDGES.

PACK: 25 PER MASTER CARTON  
IND. FOIL BAGS  $\neq$  PROTECTED.



NOTE:  
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INC. REPRESENTATIVE.

JOHNS DATED 80 INC.

1846 6126

# SPECIAL FIXTURE REQUEST FORM

RJR Div. No. 1210 RJR Manager Rory O'Rourke Phone # (908) 225-3785

Retailer Inner City Retail Calls Type of Outlet Other

## A. TYPE OF DISPLAY

Package  Carton  Combination (Pack/Carton)  Other \_\_\_\_\_

## B. CURRENT MERCHANDISING METHOD

Various temporary displays

## C. RECOMMENDATION

12 Pack plastic - hinged top unit with 6 facings.

## D. SPECIAL REQUIREMENTS

DARKO manufactured this in the past. Exact specs are attached

NOTE: *Include if a new contract is required.*

## E. QUANTITY

Prototype:  YES  NO How many 825

Shipping Location(s) SIS Number 500 to Division 1229  
25 to Division 1223  
300 to Division 1210

Potential total number of special fixtures if approved 825

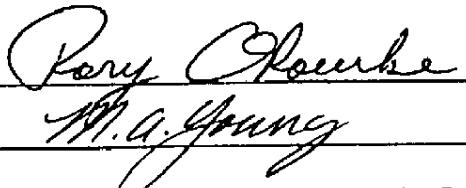
NOTE: *It takes 6 weeks to produce a prototype and package for shipment.*

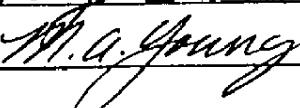
## F. COLOR

Paint Number N/A

Laminate Number N/A

## G. APPROVALS

Requestor/Manager Rory O'Rourke  Date 07/17/97

Region Manager Mark Young  Date 07/17/97

NOTE: *Once the appropriate approvals are obtained, please send to the Merchandising Department.*

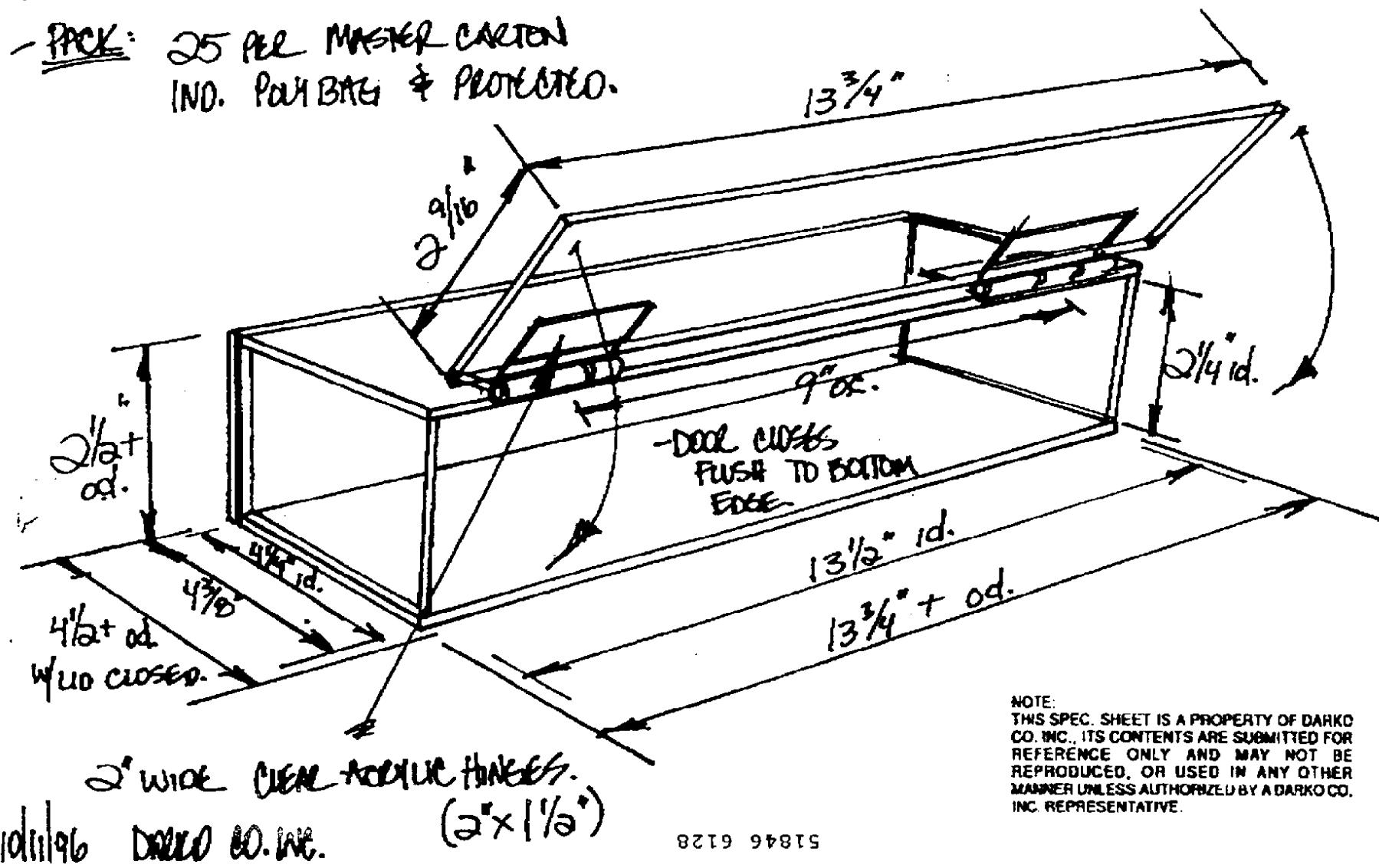
cc: VP Merchandising, Director of Operations, Don Esposito - Sales Materials Logistics

RJRT Form 2040A - WMLE 6/14/95

51846 6127

FRAMED ACRYLIC CASE - WITH UD.

JOB# 96276.1

- QTY:- MATERIALS:  $\frac{1}{8}$ " CLEAR ACRYLIC / CLEAR ACRYLIC HINGES. / FRAME POLISH EDGES.- PACK: 25 PER MASTER CARTON  
IND. POLY BAGS & PROTECTED.

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JULY							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
							1	2	3	4	5	6	
							7	8	9	10	11	12	
							13	14	15	16	17	18	19
							20	21	22	23	24	25	26
							27	28	29	30	31		
							7	8	9	10	11	12	13
							14	15	16	17	18	19	20
							21	22	23	24	25	26	27
							28	29	30				

## DAILY DIARY

■ PHONE CALLS ■ MEETING NOTES ■ IDEAS ■ REMINDERS ■ JOURNAL

Start 9<sup>th</sup> R&M + Am - ended  
List 10<sup>th</sup> 11<sup>th</sup> - 2M

309 mixed product w/ all 4 box styles.

Tony Verde - 12 Pack display. Item will ship  
end of month. 25 per SLU

	①	55		NSS	③		SHIP LOCATIONS
12 10	32		12				
12 23	2		1				
<del>12 26</del>							
12 29	38		20				
	35			NSS			
12 21	0		250	10 <sup>v</sup>			
12 22	20	2 <sup>v</sup>	20	2 <sup>v</sup>			
12 23	25	1 <sup>v</sup>	25	1 <sup>v</sup>			
12 24	500	20 <sup>v</sup>	250	10 <sup>v</sup>			
12 25	100	4 <sup>v</sup>	500	20 <sup>v</sup>			
12 26	200	8 <sup>v</sup>	300	12 <sup>v</sup>			
12 29	180	6 <sup>v</sup>	450	18 <sup>v</sup>			
PHVDA							
12 10							
	41			73			

51846 6129

# SPECIAL FIXTURE REQUEST FORM

RJR Div. No. 1210 RJR Manager Rory O'Rourke Phone # (908) 225-3765

Retailer Inner City Retail Calls Type of Outlet Other

## A. TYPE OF DISPLAY

Package  Carton  Combination (Pack/Carton)  Other \_\_\_\_\_

## B. CURRENT MERCHANDISING METHOD

Various temporary displays

## C. RECOMMENDATION

12 Pack plastic - open top unit with 6 facings.

## D. SPECIAL REQUIREMENTS

DARKO manufactured this in the past. Exact specs are attached

*NOTE: Include if a new contract is required.*

## E. QUANTITY

Prototype:  YES  NO How many 1,800

Shipping Location(s) SIS Number 950 to Division 1229  
50 to Division 1223  
800 to Division 1210

Potential total number of special fixtures if approved 1,800

*NOTE: It takes 6 weeks to produce a prototype and package for shipment.*

## F. COLOR

Paint Number N/A

Laminate Number N/A

## G. APPROVALS

Requestor/Manager Rory O'Rourke Date 07/17/97

Region Manager Mark Young Date 07/17/97

*NOTE: Once the appropriate approvals are obtained, please send to the Merchandising Department.*  
cc: VP Merchandising, Director of Operations, Don Esposito - Sales Materials Logistics

RJRT Form 2040A - WMLE 6/14/95

51846 6130

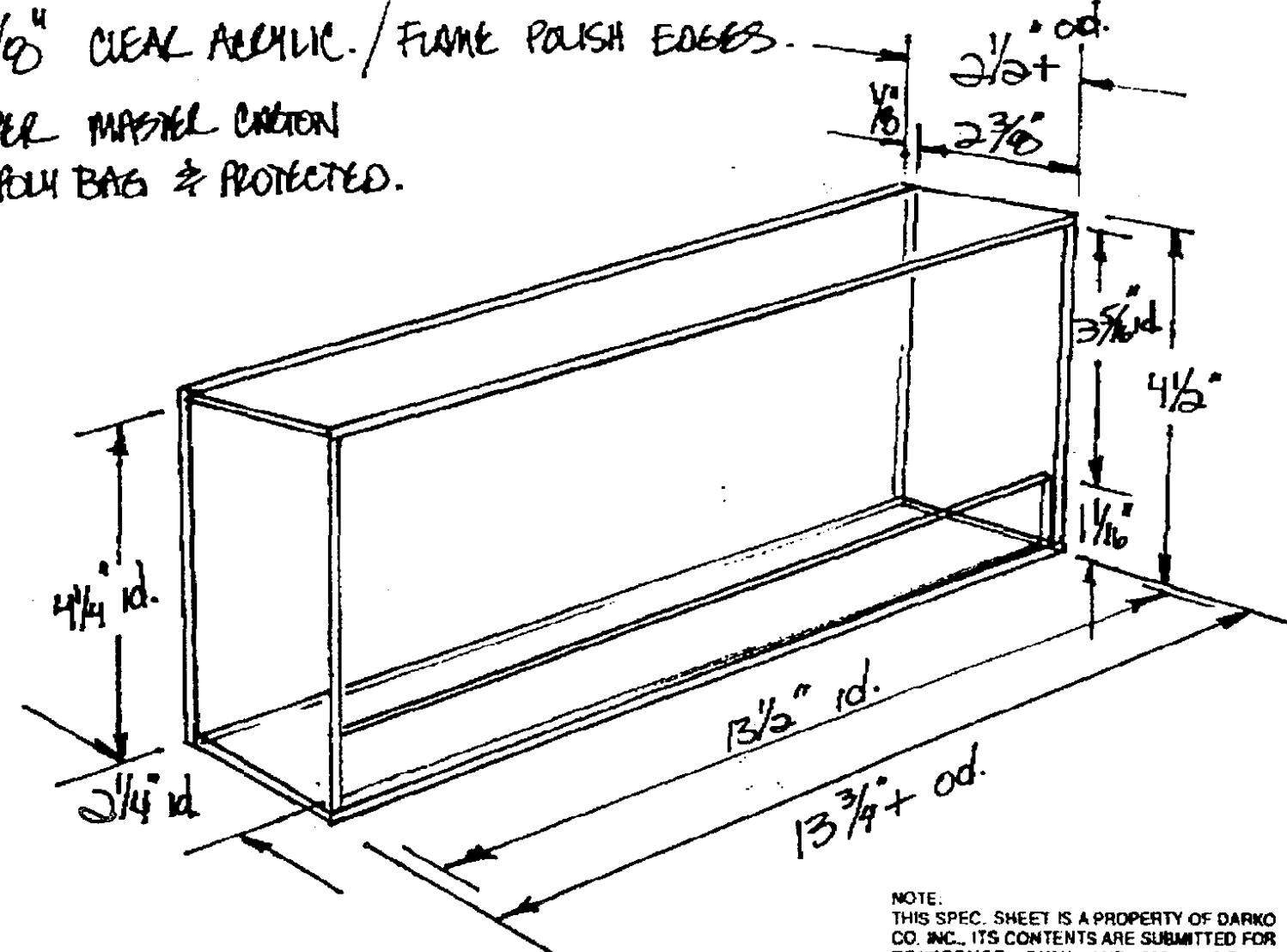
FABRICATED ACRYLIC CASE: W/O UD.

Job# 96276.1

QTY:

МАТЕРИАЛ:  $1/8"$  CLEAR ACRYLIC. / FRONT POLISH EDGES.

ПАК: 25 PER MASTER CARTON  
IND. FOIL BAG & PROTECTED.



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51846 6131

# SPECIAL FIXTURE REQUEST FORM

RJR Div. No. 1210 RJR Manager Rory O'Rourke Phone # (908) 225-3765

Retailer Inner City Retail Calls Type of Outlet Other

## A. TYPE OF DISPLAY

Package  Carton  Combination (Pack/Carton)  Other \_\_\_\_\_

## B. CURRENT MERCHANDISING METHOD

Various temporary displays

## C. RECOMMENDATION

12 Pack plastic - hinged top unit with 6 facings.

## D. SPECIAL REQUIREMENTS

DARKO manufactured this in the past. Exact specs are attached

*NOTE: Include if a new contract is required.*

## E. QUANTITY

Prototype:  YES  NO How many 825

Shipping Location(s) SIS Number 500 to Division 1229  
25 to Division 1223  
300 to Division 1210

Potential total number of special fixtures if approved 825

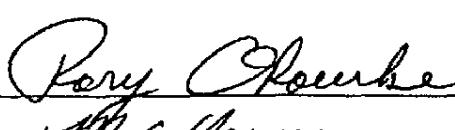
*NOTE: It takes 6 weeks to produce a prototype and package for shipment.*

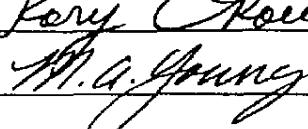
## F. COLOR

Paint Number N/A

Laminate Number N/A

## G. APPROVALS

Requestor/Manager Rory O'Rourke  Date 07/17/97

Region Manager Mark Young  Date 07/17/97

*NOTE: Once the appropriate approvals are obtained, please send to the Merchandising Department.*

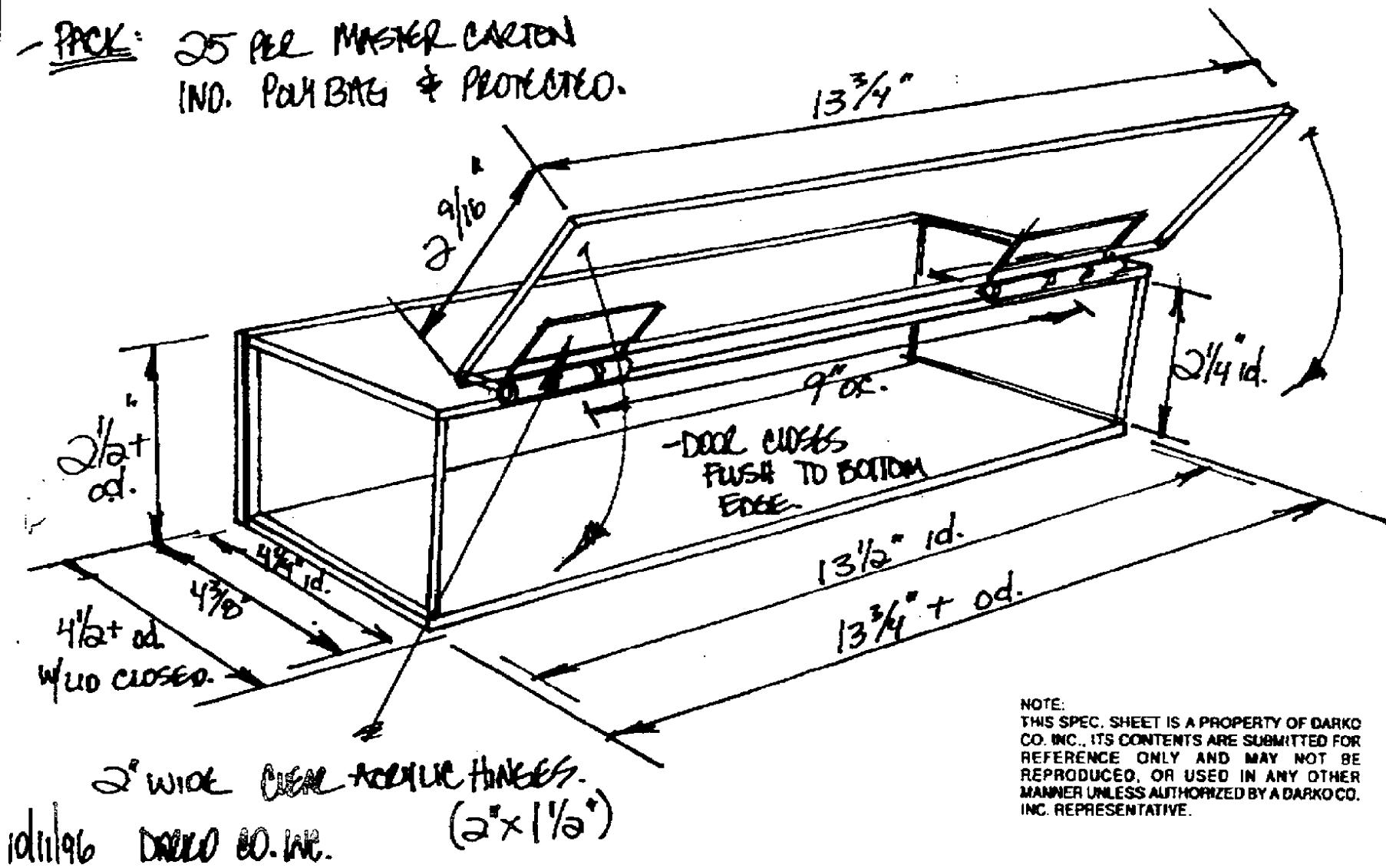
cc: VP Merchandising, Director of Operations, Don Esposito - Sales Materials Logistics

RJRT Form 2040A - WMLE 6/14/95

51846 6132

FABRICATED ACRYLIC CASE - WITH UD.

JOB# 96076.1

QTY:MATERIALS:  $\frac{1}{8}$ " CLEAR ACRYLIC / CLEAR ACRYLIC THINCS. / FRAME POLISH EDGES.PACK: 25 PER MASTER CARTON  
IND. POL BAG & PROTECTED.

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DARKO CO. INC.

dcy

1234 East  
Enterprise Parkway  
Twinsburg, Ohio  
44087-2356  
216 425-9805 phone  
216 425-8674 fax

## FACSIMILE TRANSMISSION

DATE:

7-18-97

TO:

R. J. O'Rourke

FAX #:

1. 908-447-9076

FROM:

Tony Vassie JrTOTAL NUMBER OF PAGES (INCLUDES COVER SHEET): 3

PLEASE CALL IF YOU DO NOT RECEIVE CORRECT NUMBER OF PAGES - 216/425-9805. Ext. 231

Reag - Per your request please note the attached for use with New Customer recommendation forms for Batch O. -

Previous order was as follows -

5/5 - 12 - Pack Display - 1519 units  
11/5/5 - 12 - " w/kit - 747 units

Note. RSM Lang Poole might want some of these units. He showed interest a couple of months ago - His phone # is ~~216~~ (Region 1800) 513-769-4700 - from Vassie Jr

51846 6134